

# FORT ORD REUSE AUTHORITY BOARD REPORT

## BUSINESS ITEMS

**Subject:** Economic Development 100-Day Plan Presentation

**Meeting Date:** July 10, 2015

**Agenda Number:** 8d

**INFORMATION**

### RECOMMENDATION(S):

Receive Economic Development (ED) 100-Day Plan Presentation.

### BACKGROUND/DISCUSSION:

Following Board direction, the recruitment process culminated in the selection of Josh Metz as FORA's new Economic Development Coordinator. The following outline presents key points of his initial 100-day FORA economic development program launch plan:

- **Build on Regional Economic Strengths:** The strategic focus of the proposed FORA economic development initiatives will be to build on Monterey Bay regional economic strengths including agriculture, tourism/hospitality/recreation, higher education, healthcare and the military mission. An overarching premise is leveraging/connecting former Fort Ord real estate with opportunities arising from institutional/organizational partnerships, emerging businesses, and new communities to enhance economic development / job creation for member jurisdictions and the Monterey Bay region.
- **Hold Key Stakeholder Meetings:** Recognizing numerous existing economic development efforts, and wanting to play an additive rather than duplicative roll, the initial 100-days will involve outreach and meetings with key stakeholders, such as California State University Monterey Bay (CSUMB), Monterey Bay Economic Partnership (MBEP), and Monterey County Business Council (MCBC). Goals of this effort include identifying specific roles/initiatives uniquely suited to FORA that will contribute to jurisdictional and regional economic development.
- **Launch *Ord Forward* Social Media/Website:** An initial target during the first 100-days will be to establish a dynamic economic development and quality reuse information hub to enable community connections and information access. Under the banner "Ord Forward" curated social media content and a new website will link partner efforts and provide information resources for member jurisdictions, interested businesses, and the public.
- **Attend Key Meetings/Conferences:** Critical conversations are underway throughout the region including the MCBC/California Forward Critical Conversation, Black Business Expo, MBEP Workforce Development discussion, Steinbeck Innovation/Forbes AgTech Summit, California Association of Local Economic Development, and International Economic Development Council. Attendance at these meetings will demonstrate FORA's interest and commitment to addressing these important economic development challenges and opportunities.
- **Draft Strategic ED Action Plan:** Information gathering, relationship building, and critical conversations in this first 100-days will lead directly to the content included in a Draft 2015/16 Strategic ED Action Plan. This plan will lay out the proposed priority actions and focus efforts for the ensuing year. Staff will bring the plan to the Board for review and feedback at its October 2015 meeting.

- **Develop Success Metrics:** Clear success metrics will provide the framework to evaluate economic develop progress. These metrics will relate directly to strategic action plan priorities and will be included as part of the plan concept and presentation.

**FISCAL IMPACT:**

Reviewed by FORA Controller \_\_\_\_\_

Funding for staff time and plan activities is included in the approved FORA budget.

**COORDINATION:**

Administrative and Executive Committees

Prepared by \_\_\_\_\_ Approved by \_\_\_\_\_  
Josh Metz Michael A. Houlemard, Jr.